



HIGHWAY 111 STAKEHOLDERS WORKSHOP

May 26, 2010

The following is a summary of information provided during the Highway 111 Stakeholders General Plan Workshop conducted on May 26th from 3:00 to 4:00 in the Session Room at La Quinta City Hall. The workshop consisted of a brief presentation followed by a moderated discussion.

Attendance:

The workshop had an attendance of about 8 people, including a reporters from the Desert Sun and KPSP CBS News.

Presentation:

Staff gave a brief introduction and presentation on the Highway 111 corridor, discussing permitted uses, development standards, and streetscape issues. The staff introduction was followed by a presentation of the proposed Highway 111 streetscape project from a representative from RGA Landscape Architecture.

Moderated Discussion:

The moderated discussion began with the participants being asked the question "What's good and bad along Highway 111?" Participants were then asked about current and future challenges within the corridor. A number of positive ideas and suggestions were proposed as well as some of the challenges currently experienced. The following are items of consensus that were identified during the discussion:

What are some of the current challenges along the Highway 111 corridor?

- Traffic congestion/too many stop lights
- Lack of roadway alternatives to Highway 111
- Too many big-box stores and cookie-cutter commercial
- Highway 111 commercial is too auto reliant, long-term reliance on cars likely
- Lack of year-round business is a challenge

What is the future of Highway 111? What could the future of Highway 111 be?

- Use the Whitewater Channel for future transportation
- More tourist commercial and hotels along the corridor
- Regional transportation should be extended, especially Metrolink
- The focus should be on visitors
- The Highway 111 corridor should have a commercial destination, such as The Grove in Los Angeles.
- The "season" needs to be expanded with less down time
- Embrace the arts. Medians along Highway 111 should have artwork
- Pursue an arts image
- Landscape lighting is important
- Bus stops need more shade and shade trees
- Architecture should reflect the La Quinta Resort theme
- Commercial should be scaled down in size
- Maintain commercial on the street frontage and encourage higher density residential behind, such as mixed condos and apartments
- Proactive planning not reactive